

DISC Report Assessment Validation Study Results (DISC Model of Human Behavior)

There are many different versions of the DISC assessment. The validity and reliability of one version cannot guarantee the validity and reliability of another. The JMU Student Leadership Center has investigated different versions of the DISC assessment and has researched the different psychometric properties. When considering whether or not you feel comfortable with the version of the instrument we use, you may want answers to these questions:

- Is the DISC personality assessment used by the JMU Student Leadership Center valid?
- How do I know that it is reliable?
- How does this version of the DISC assessment compare with others that are available?

The DISC assessments used by the JMU Student Leadership Center have been evaluated and certified for validity reliability through the Standards and Assessment Institute.



The company we work with, Personality Insights, has data that indicates that **this version of the DISC assessment is highly reliable and highly valid** both in terms of statistical analysis and in terms of actual feedback from people who have experienced using the assessment first hand.

Statistical Validation Study:

A validation study was performed by psychometric statistician Thomas G. Snider-Lotz Ph.D. A summary of the results of that study is below.

DISC Assessment Validation Study Summary

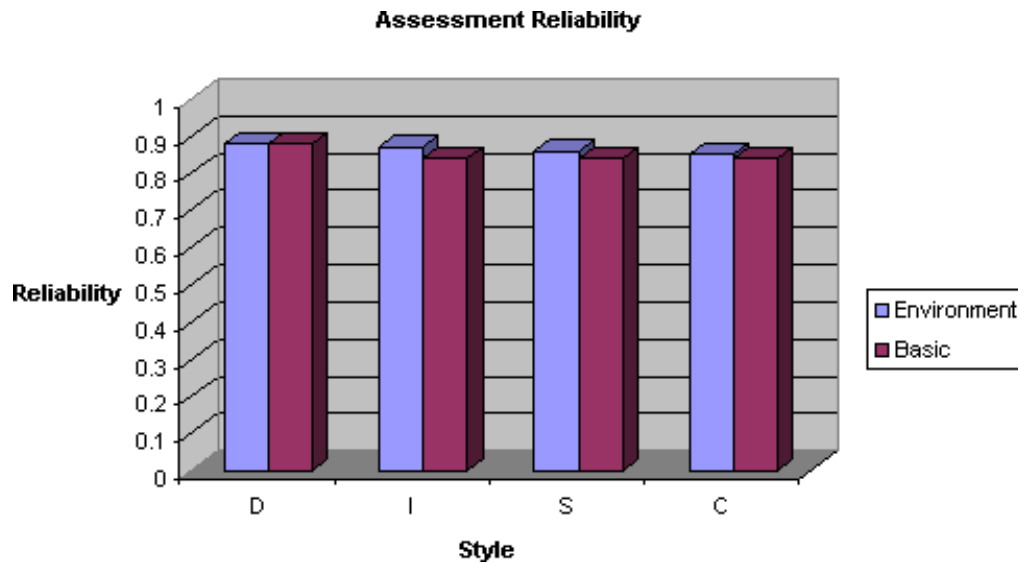
(calculations performed by Thomas G. Snider-Lotz Ph. D., Psychometric Statistician)

A validation study was performed on the Personality Insights style assessment instrument in order to determine its psychometric characteristics. The instrument was administered to 500 people in order to have a good statistical sample.

Reliability Data:

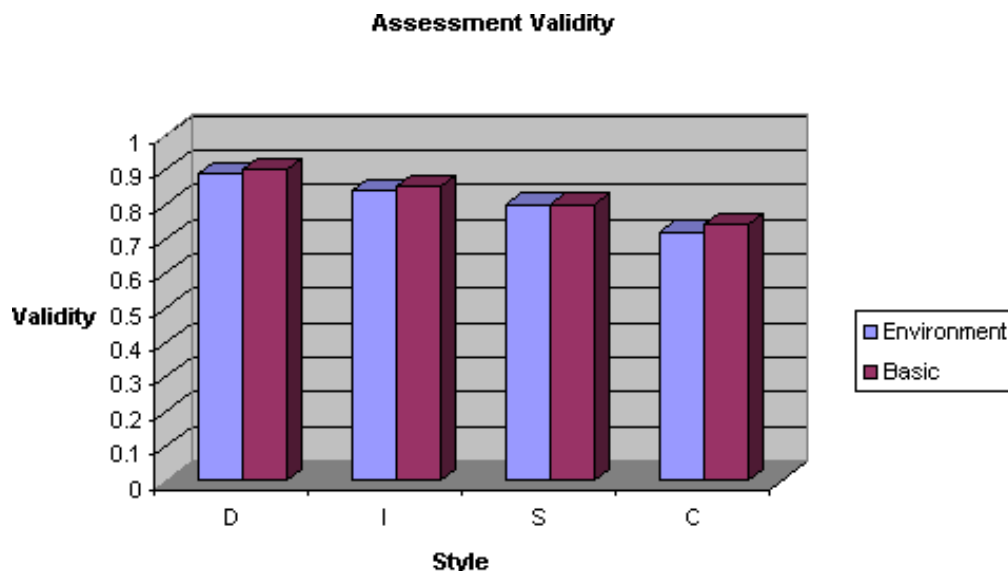
Reliability is simply a measure of how consistent the results are. When a person takes an assessment that is reliable, the results are consistently the same or very close in outcome. An unreliable instrument would yield results that are widely scattered. If the instrument is reliable, we can be confident that their actual score is close to their "true score."

Reliability is measured on a scale of 0-1 where 0 represents completely unreliable and 1 represents completely reliable. For purposes of this analysis, a reliability score in the upper .70's is considered to be good. As you will see in the graphs below, reliability results ranged from 0.84 to 0.88 - **indicating a reliable assessment.**



Validity Data:

Validity is a measure of whether an instrument is appropriate for the use to which it is put. The purpose of the Discovery Report assessment is to classify people in terms of "DISC" behavioral patterns. The terminology for this type of validation study is called "construct validity." Construct validity can be measured by input from experts in the field of "DISC" behavioral styles. Another measure of construct validity is the degree to which the assessment results agree with outcomes generated by other widely accepted instruments. Both measures are met because 1) The Discovery Report assessment instrument was formulated by experts with many years of experience with the DISC model of human behavior and 2) The Discovery Report assessment instrument was shown to have have relatively high correlation with a widely accepted instrument. A high correlation indicates **high construct validity**. Please refer to the graph below to view the validity results.



Standard Errors of Measure:

Standard errors of measure (SEM) is an indication of the consistency of an instrument based on its own point scale. Assessment results are plotted on a scale from 0-24. The SEM of the Discovery Report assessment tool ranged from 1.6 to 2.0, indicating that a person who took an assessment over and over is not expected to get results that vary in any one category by more than 2 points. This is a further indication of construct validity.

Actual User Feedback:

Personality Insights has delivered thousands and thousands of assessments given on-line and at live seminars. They can confidently report that user feedback clearly indicates that the reports are useful for the intended purpose (personal growth and people-skill awareness). Such empirical data is a consideration for the validity of the assessment tool. Well over 90% of the participants offer very positive feedback. The rare cases where a participant has disagreed with the assessment results are less than one tenth of one percent. They are consistently told that their DISC reports are helpful and accurate.

Note from the staff at Personality Insights:

“We trust that the validation study information is helpful to you as you consider the Discovery Report assessment process. We try to emphasize that assessment results are simply a **tool to offer feedback about a person's behavioral style**. No one can predict future behavior or indicate how a person will respond in a given situation. We simply endeavor to help people see that **there are basic patterns in human behavior**. Those patterns are observable and correlate with how people **TEND TO** act, react and interact.

We know that there is a degree of subjectivity that is inherent in any behavioral instrument. We know that the degree of subjectivity increases with younger participants, but we have worked diligently to minimize subjectivity and to use objective selection criteria - particularly in the case where we use pictures and stories as part of the assessment process (BOTS for children).

We readily acknowledge that there are many good instruments available. We believe that our assessment tools are simple to use and that they are based on an established and easy-to-understand model of human behavior. We believe that our Discovery Reports are both practical and unique. The child and teen versions of Discovery Reports are distinctive in their inclusion of the parents and teachers in the process.

It is our sincere desire to be of help to those who use our resources. If you have any questions or suggestions regarding our approach or our materials, we invite you to contact us.”

Questions? [Contact us here](#)